

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

May 20, 1998

RJR Account #476520

Mr. S. Milley
OLEAN WHOLESALE

JULY: WINSTON \$1.00 OFF 2-PACKS / TEAR TAPE PROMOTION #800750

Dear Steve:

WINSTON .50¢ OFF/PACK SPECIAL OFFER TEAR TAPE 'OFF-INVOICE' PRODUCT has been ordered (see quantities listed below), as well as 30 SKUs of preassembled Counter Displays (Item #542810) to pack the above promotion for your participating retail accounts. (*Note: This is not 'pre-sleeved' product.*) All additional pertinent promotional information is listed below:

#/ (6M) Cases

Promoted Product	Brand Styles	UPC Code
1	Winston Box	12300-25379
2	Winston Light Box	12300-25380
1	Winston Ultra Lt Box	12300-25381

Product PO #SM0713-W50 ; Displays PO #SM0713-W50D

Product / Premium Arrival: June 29, 1998

Ship Date to Retail: Week of: July 13, 1998

Displays (Item #542810)

<u>SKU CUBE:</u>	<u>1.6113</u>
<u>SKU WT (w/o Product):</u>	<u>3.2200 lbs</u>
<u>Retail Sales Offer per Sku:</u>	<u>20 units</u>

<u>Billing per Sku:</u>	<u>4 Cartons</u>
<u>EFT \$ Amount:</u>	<u>\$1,060.47</u>

PARTNERS 'BONUS' REPORTING DESCRIPTION

WIN_JUL_1/2_PKS

51854 8589

-2-

\$1.00 Off 2-Pack Tear Tape
OLEAN WHOLESALE

Promotion Description:

Utilize 40-Pack Shipper Display. Place 2 packs into each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units:

- 1 Carton: *Winston Box*
- 2 Cartons: *Winston Light Box*
- 1 Carton: *Winston Ultra Lt Box*

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST

Refer to enclosed 'Wholesaler Packing Instructions' for Display Load

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per **promoted 6M** case for all displays packed and shipped to retail on a timely basis. This equates to **\$56.00 (4 (6M) case(s) @ \$14.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: K. Jurgensen
L. E. MacWilliams
Encl: Retail Customer List
Wholesaler Packing Instructions
Winston Flyer

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

WHOLESALER : 476520 OLEAN WHOLESALE GROCERY <DIRECT>
 TEMPLATE : 800750 80700 WIN JUL \$1/2-NO
 TEMPLATE SEQ : 0916
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162202	162232	570591	ED & JEANS MARKET	95 ROCHESTER ST	PORT BYRON	NY	13140	2		246	(315)776-5511	
162205	162231	269469	DRYDEN FOOD MARKET	33 NORTH ST	DRYDEN	NY	13053	2	NYS	146	(607)844-4251	
162604	162624	268735	VILLAGE FAIR MKT	119 W COMRCL ST	E ROCHESTER	NY	14445	2		934	(716)586-1637	
162605	162620	291193	MARION MKTS INC.	DBA MARION SURFIN	MARION	NY	14505	1		570	(315)926-4480	
162605	162228	269635	FOODMART	328 PARK AVE	CORNING	NY	14830	1		306	(607)962-3221	
162605	162624	763728	WEST'S FOODMART	ROUTE 20A	HONEYDE	NY	14471	1		386	(716)229-2122	
162605	162228	269635	FOODMART	328 PARK AVE	CORNING	NY	14830	1		306	(607)962-3221	
162605	162231	269602	THOMPSON GROCERY	229 NORTH AVE	OWEGO	NY	13827	1	NYS	904	(607)687-2100	
162605	162231	269602	THOMPSON GROCERY	229 NORTH AVE	OWEGO	NY	13827	1	NYS	904	(607)687-2100	
162606	162225	581926	DEWEY'S DISCOUNT	1573 OLEAN PORT	OLEAN	NY	14760	1		944	(716)372-2611	
162607	162628	398172	COSTAS MARKET	WATER STREET	SMETHPORT	PA	16749	1		172	(814)887-5721	
162607	162628	398172	COSTAS MARKET	WATER STREET	SMETHPORT	PA	16749	1		172	(814)887-5721	
162607	162627	398221	MARTINS MARKET	98 GERMANIA ST	GALETON	PA	16922	1		560	(814)435-2291	
162607	162627	398221	MARTINS MARKET	98 GERMANIA ST	GALETON	PA	16922	1		560	(814)435-2291	
162607	162228	776206	DOWNTOWN TIME-SAVER	312 N WILLIAMSON	BLOSSBURG	PA	16912	1		580	(717)638-2204	
162607	162628	870616	SHIELDS SHURSAVE	148 MAIN ST	TIDIOUTE	PA	16351	1		820	(814)484-3573	
162607	162228	398360	BRENNAN MARKET	MAIN STREET	ULYSSES	PA	16948	1		098	(814)848-7501	
162607		812880	PFAFF'S MARKET	136 ATLANTIC AVE	ST MARYS	PA	15857	1		754	(814)834-2061	
162607	162627	174976	MOUNTAIN VIEW MKT.	MT VIEW PLAZA	KYLERTOWN	PA	16847	1		590		
162607	162228	182876	PRESTONS COLONIAL	MAIN STREET & RT	LAWRENCEVILLE	PA	16929	1		690	(717)827-2222	
162607	162228	776012	DOWNTOWN TIME-SAVER	33 W WELLSBORO ST	MANSFIELD	PA	16933	1		240	(717)662-7159	
162607	162228	285656	DOWNTOWN TIME-SAVER	11 EAST AVE	WELLCBORO	PA	16901	1		470	(717)724-3502	
162607		398354	BILLS SHURFINE	MAIN STREET	MOUNT JEWETT	PA	16740	1		065		
162607		812880	PFAFF'S MARKET	136 ATLANTIC AVE	ST MARYS	PA	15857	1		754	(814)834-2061	
162607	162627	174976	MOUNTAIN VIEW MKT.	MT VIEW PLAZA	KYLERTOWN	PA	16847	1		590		
162607	162228	182876	PRESTONS COLONIAL	MAIN STREET & RT	LAWRENCEVILLE	PA	16929	1		690	(717)827-2222	
173001	173022	389365	AVS, INC.	9060 MAIN ST	MC KEAN	PA	16426	1		922	(814)476-7611	

PAGE BREAK TOTAL ACCOUNTS

TOTAL QUANTITY

30

TEMPLATE TOTAL ACCOUNTS

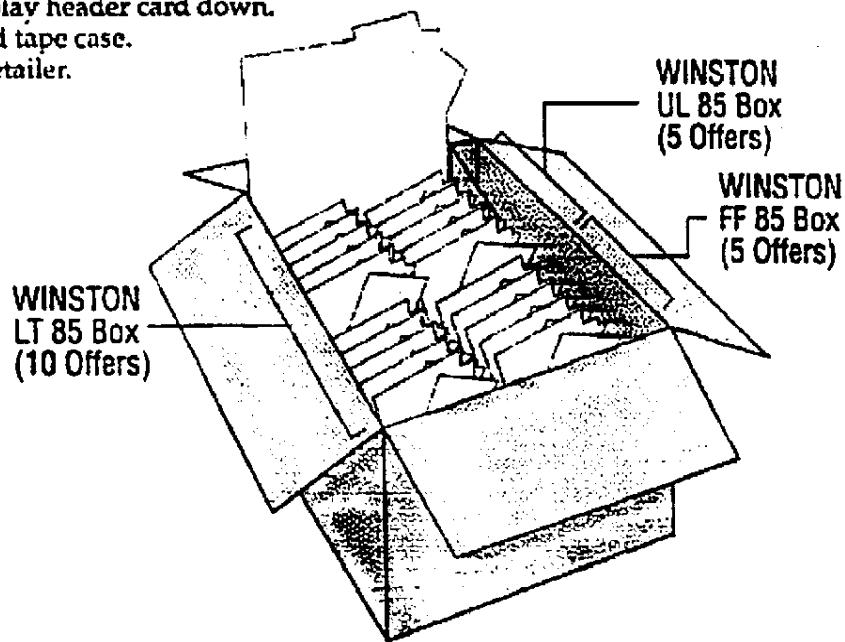
TOTAL QUANTITY

30

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WHOLESALER PACKING INSTRUCTIONS**VALUE ADDED PROMOTION****3RD QTR.'98****July Winston \$1 OFF 2 Packs***(Winston Buy 2 Packs Get \$1 Off)***STEPS**

1. Open WINSTON \$1 OFF 2 PACKS shipping case. Inside will be 20 pre-assembled sleeves ready for loading. (10 sleeves will be marked WINSTON LT 85 Box, 5 sleeves will be marked WINSTON UL 85 Box, 5 sleeves will be marked WINSTON FF 85 box.) DO NOT REMOVE SLEEVES FROM KIT.
2. Place 2 Packs of the appropriate WINSTON style 50¢ off tear tape product into each style specific sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 542810

MBA Promotion Reporting Description: W I N J U L S 1 / 2 P K S

Brand Style	Box	LT Box	UL LT Box			
Number of Cartons	1	2	1			

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4
5/11/98

\$1.00 off with 2-pack purchase.

Lose the additives.

**Save a
buck**

when you buy 2 packs.



- Here's a summer promotion to heat up your sales.
- Proven traffic builder - smokers save a buck with 2-pack purchase.
- Eye-catching packaging highlights full flavor, lights and ultra-light styles.
- Fully integrated support materials include counter display and poster.

No additives.

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